

Instant win

You're a winner!

Instant win promotions are usually considered games of chance in Australia and require permits as follows:

NSW
(always)

SA
(always if manual instant win or
if prize pool is over \$5k)

ACT
(if prize pool is over \$3k)

Ts&Cs also need to be submitted to the WA gaming authority if the mechanic is electronic, i.e. online instant win.

Types of instant win promotions

Manual instant win

Scratch cards

Peel and reveal a code or prize

Under a cap

Inside a wrapper

Online instant win

Prizes awarded using:

Winning entry codes

Winning entry times

If you are running an AU & NZ online instant win, there can be complications - contact us for details

What to do with

- unwon prizes?

For a national AU promotion, all advertised prizes must usually be given away which can be done via a second chance draw amongst all non-winning entrants.

Sometimes you can avoid conducting a second chance draw, depending on where the promotion is being conducted, the mechanic and the prize value. This is assessed on a case-by-case basis so get in touch with us to discuss.

Where practical, we recommend your winning message tells someone they are a "provisional winner" as this allows the Promoter to conduct verification checks, e.g. to ensure the entrant has proof of purchase, or is aged 18+.

For VIC and NSW manual instant win promotions, you need to specify in the Ts&Cs the number of potential winners and non-winners, e.g. the number of winning and non-winning scratch cards.

In VIC and NSW, you must commit to honouring all prize claims even if printing errors have created too many winners (e.g. too many winning caps printed).

If a permit is obtained in SA, the name and address of each winner of an instant win prize valued at over \$250 must be provided to the SA authority. You need to find a way to capture these winners' details.

USEFUL TIPS

The gaming authorities may request that you provide a Printer's Security Certificate confirming that your printer has printed the correct number of winning scratch cards and kept winning cards secure.



Contact us

David Smith, Partner
+61 3 9252 2563
david.smith@gadens.com

Jessica Bell, Paralegal
+61 3 9252 7701
jessica.bell@gadens.com

Cassandra Cox, Paralegal
+61 3 9612 8201
cassandra.cox@gadens.com

Jade Lamb, Paralegal
+61 3 9612 8215
jade.lamb@gadens.com